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065027.0103

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PATENT APPLICATION  
09/966,845

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: Barbara J. Boe et al.  
Serial No.: 09/966,845  
Filed: September 28, 2001  
Group No.: 3622  
Examiner: Yehdega Retta  
Notice of Allowance Mailed: June 20, 2011  
Confirmation No.: 4972  
Title: *System and Method for Profiling Customers for Targeted Marketing*

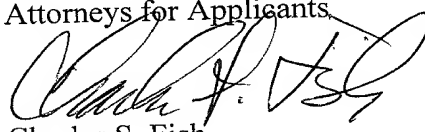
**Mail Stop Issue Fee**  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

**COMMENTS ON STATEMENT OF REASONS FOR ALLOWANCE**

Applicants appreciate the Examiner's allowance of Claims 1-14 and 26. Pursuant to 37 C.F.R. § 1.104, Applicants respectfully issue a statement commenting on the Examiner's reasons for allowance. Applicants respectfully disagree with the Examiner's reasons for allowance to the extent that they are inconsistent with applicable case law, statutes, and regulations. Furthermore, Applicants do not admit to any characterization or limitation of the claims or to any characterization of a reference by the Examiner, particularly any that are inconsistent with the language of the claims considered in their entirety and including all of their constituent limitations.

Respectfully submitted,  
BAKER BOTTS L.L.P.  
Attorneys for Applicants

  
Charles S. Fish  
Registration No. 35,870

Date: 15 SEP 2011  
CUSTOMER NO. 05073